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IMPROVING MARKET FACILITIES IN NEW YORK CITY

For Wholesaling Fresh Fruits and Vegetables



This publication presents highlights of an extensive study of the New York City wholesale fruit and vegetable market problem, made by the Agricultural Marketing Service of the United States Department of Agriculture.

Single copies are available without cost from

Office of Information
U.S. Department of Agriculture
Washington 25, D.C.

A detailed report of the study, including proposals for a new, modern market, will be available soon. It will be a USDA Marketing Research Report, entitled

' The New York City Wholesale
Fresh Fruit and Vegetable Markets.'

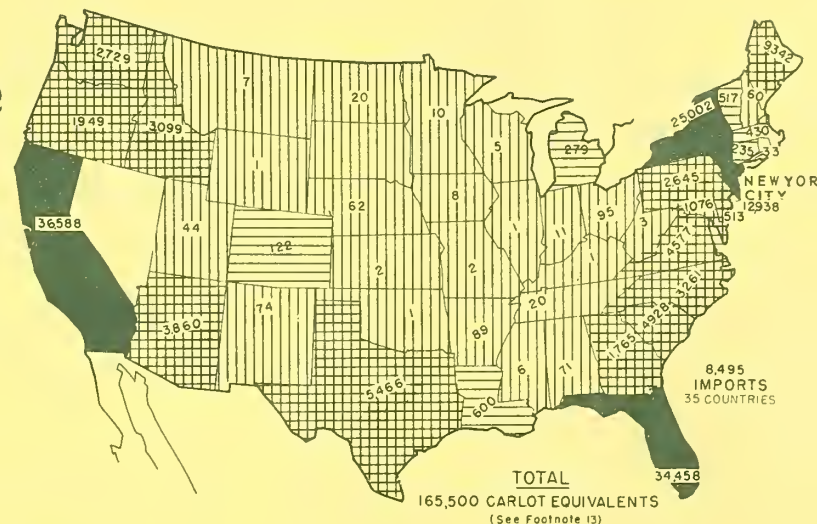
IMPROVING MARKET FACILITIES IN NEW YORK CITY FOR WHOLESALING FRESH FRUITS AND VEGETABLES

A vital part of the food supply of the 14 million people who live in New York City and its metropolitan area is the 165,500 carlots of fresh fruits and vegetables which are received each year in this, the Nation's largest market—enough produce to fill a train reaching from New York to Texas. (A carlot is used as a unit of measurement, whether produce travels by train, boat or plane.)

The produce comes from almost every State and from 35 foreign countries. (About 5 percent comes from other countries.)

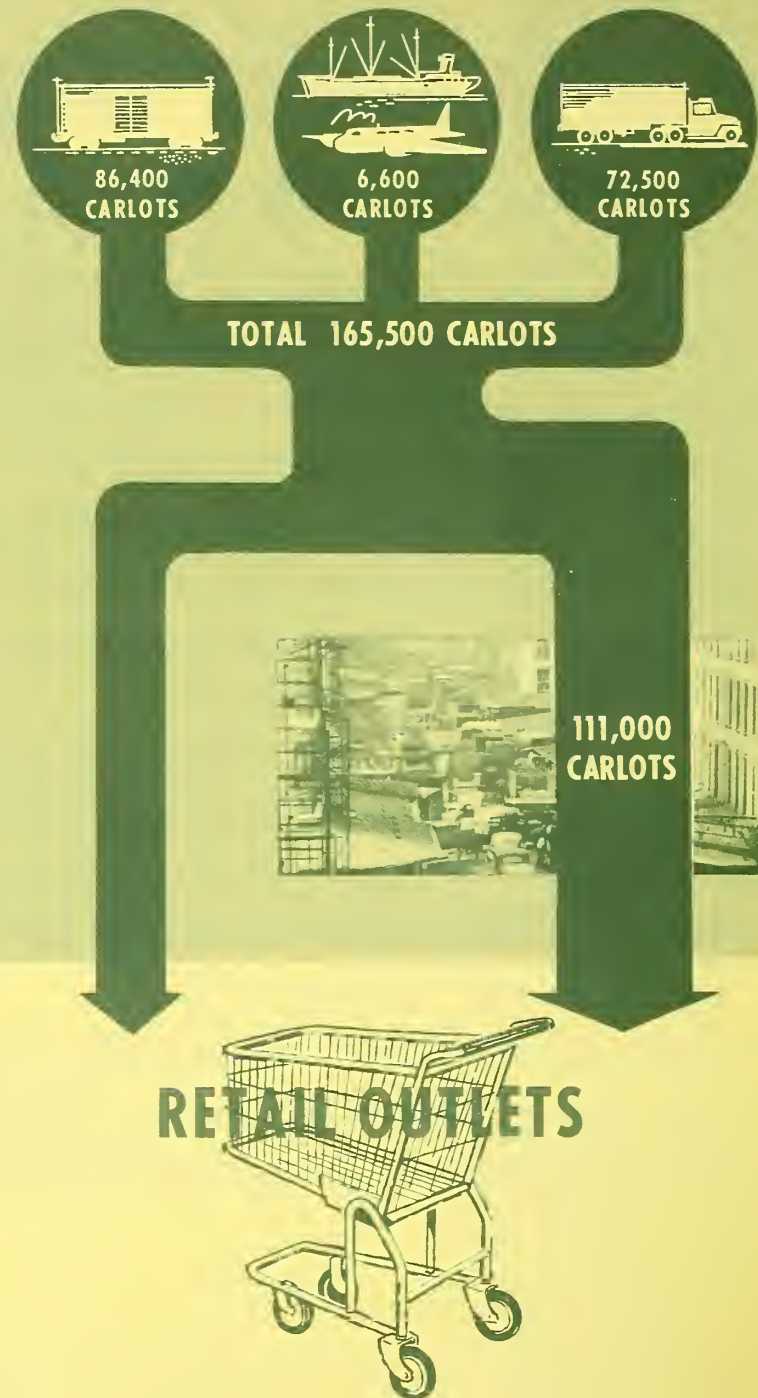
About 52 percent arrives by rail, 44 percent by truck, 4 percent by boat or plane.

Consumers pay about \$500,000,000 a year for these fruits and vegetables. About \$10,000,000 of this cost, or two cents of every dollar, is unnecessary, caused by a wasteful, inefficient marketing system in the city.

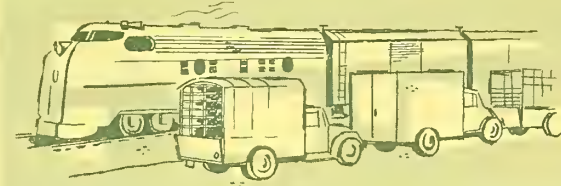


Of the total supply of fresh fruits and vegetables arriving in New York, about two thirds, 111,000 carlots, moves through the Lower Manhattan area, which includes two auctions, piers, team tracks where unloading and some sales occur and the Washington Street market. Much of the produce changes owners two or more times after it reaches the market and before it gets to a retail outlet.

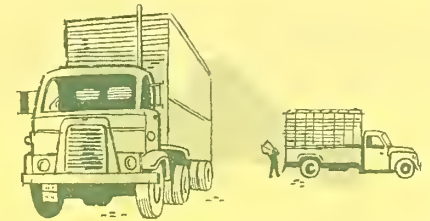
The Lower Manhattan area has served, somehow, as a market place to several generations of New York consumers---BUT!



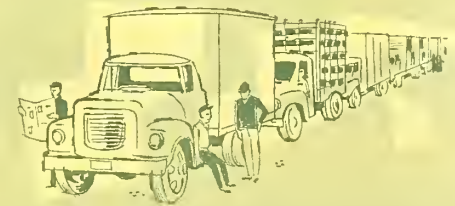
No train reaches the Washington Street market, the principal wholesaling center. Produce arriving by rail is either floated across the Hudson River to piers or placed on team tracks. To reach the market it must be transferred to trucks.



Big cross-country trucks are barred from the Washington Street market. Produce must be transferred to smaller trucks to reach the wholesale stores. Cartage from point of arrival to the market adds an estimated \$4,000,000 a year to the city's fruit and vegetable bill.



Trucks wait in line for hours to unload or to pick up produce. These delays cost nearly \$3,000,000 a year in time of men and trucks.



Loss of quality and outright spoilage caused by delays and excess handling cost nearly \$2,000,000 a year.

Because of the extreme congestion of the Washington Street market, tons of produce must be carried on men's backs to waiting trucks, parked some distance away. Porterage charges add over \$1,000,000 to the city's annual fruit and vegetable bill.



The Lower Manhattan market area, especially the Washington Street market, is---

ANTIQUATED

This section has been a market since 1813. A third of the buildings were standing before the Civil War.

HAZARDOUS

Only one building in six is fireproof.

INEFFICIENT

Almost all goods must enter and leave a dealer's store by one door. Many buildings are former tenement or loft buildings, with upper floors unused.

POORLY EQUIPPED

Not one store in five has cold storage space. Almost no mechanical equipment is, or could be, used.

CROWDED

Washington Street is only 30 feet wide; the area covers only 30 acres.

POORLY LOCATED

Trucks going to and from the market tie up traffic on several of the busiest thoroughfares.

THE LOWER MANHATTAN MARKET AREA IS A
110,000,000 GLOT IN THE ARTERIES THAT
FEED METROPOLITAN NEW YORK.

WHAT CAN CURE THE CLOT?

A new MODERN MARKET for wholesaling fruits and vegetables, with--



★ 240 store units for merchants now in the Washington Street market and a building for auctions.

★ Display space, storage space, office space for each firm. Single story construction, with mezzanine.

★ Rail tracks to each building.

★ Loading docks front and rear.

★ Streets wide enough, 150 feet or more, for trucks to load and unload and permit traffic to flow freely.

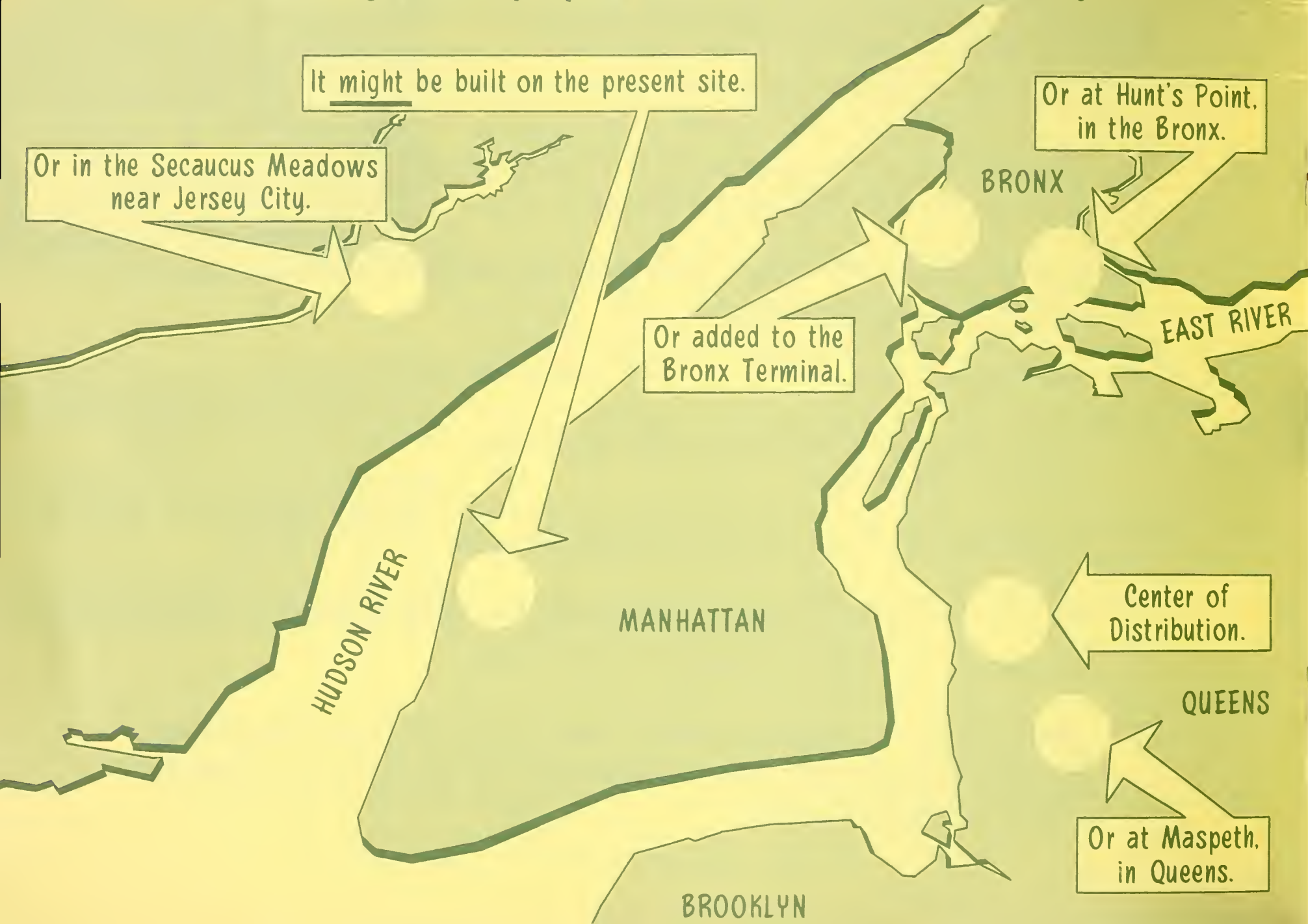
★ Parking areas for 1500 cars and trucks. Team tracks for 400 rail cars.

★ Offices for buyers, brokers, inspectors, reporters, etc.

★ Restaurants and service facilities.

★ Land for future expansion, to include dealers in other kinds of foods, so the new fruit and vegetable market could become only one section of a complete FOOD DISTRIBUTION CENTER.

WHERE COULD A NEW MARKET BE BUILT ?



WHAT WOULD A MODERN MARKET COST?

Estimated costs of 100 acres of land, market buildings
with 920,000 square feet of floor space, streets,
tracks, parking areas, etc.

	LAND	BUILDINGS & FACILITIES	TOTAL
Lower Manhattan	\$93 Million	\$14 Million	\$107 Million
Bronx Terminal	\$21 Million	\$11 Million	\$32 Million
Maspeth	\$12 Million	\$14 Million	\$26 Million
Jersey City	\$2 Million	\$14 Million	\$16 Million
Hunt's Point	\$5 Million	\$14 Million	\$19 Million

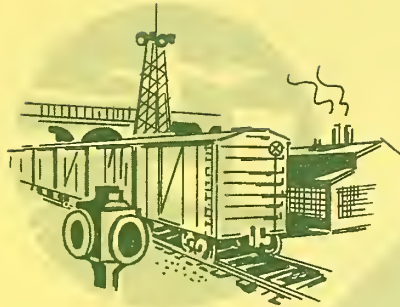
HOW COULD A NEW MARKET BE FINANCED?

- By a private corporation, or
- By the City of New York, or
- By a New York State Market Authority, or
- By a combination of government and private interests.

Costs of land, buildings, financing, taxes and operations finally boil down to the rent that must be charged to firms that occupy space in the market. Here is the score--estimated store rental per square foot per year.

	PRIVATE	N.Y. CITY	N. Y. STATE
Lower Manhattan	\$16.80	\$14.08	\$12.33
Bronx Terminal	\$4.22	\$3.35	\$3.10
Maspeth	\$3.99	\$3.11	\$2.94
Jersey City	\$3.25	-----	-----
Hunt's Point	\$2.88	\$2.16	\$2.13

WHERE AND HOW A MODERN MARKET WOULD SAVE MONEY



SAVE
\$4,600,000
each year

Between Point of Arrival
and Wholesale Market
by reducing switching charges,
pier charges, cartage costs,
delays to trucks.



\$3,800,000

Within the Market
by cheaper handling, preserved
quality.



\$2,200,000

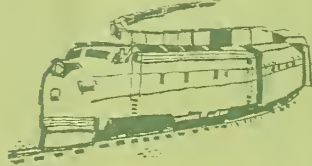
Between Wholesale
Market and Retail Outlets
by reducing cartage costs,
portorage costs, delays to trucks.

TOTAL SAVING \$10,600,000 a year.(Estimated)

There are other benefits that cannot be measured, benefits to many different groups.



WHOLESALEERS: Shorter hours; less confusion.



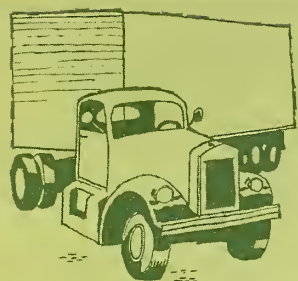
RAILROADS: In addition to saving about a million dollars a year, railroads could better compete with trucks by delivering produce directly to dealers' stores.



BUYERS: Less time needed for buying; quicker delivery, better quality.



GROWERS: Some of the savings in marketing costs would go to growers in the form of higher income; near-by growers would save time and money by eliminated delays in arriving and unloading.



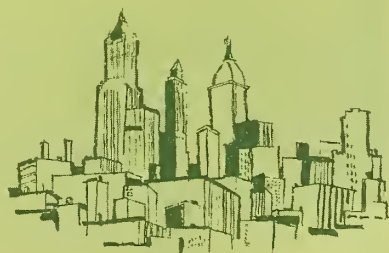
TRUCKERS: Much faster arrival, loading, and unloading.



MARKET EMPLOYEES: Much better working conditions; regular, shorter hours.



CONSUMERS: Better quality fruits and vegetables. Some of the savings in marketing costs would be passed to consumers--lower prices.



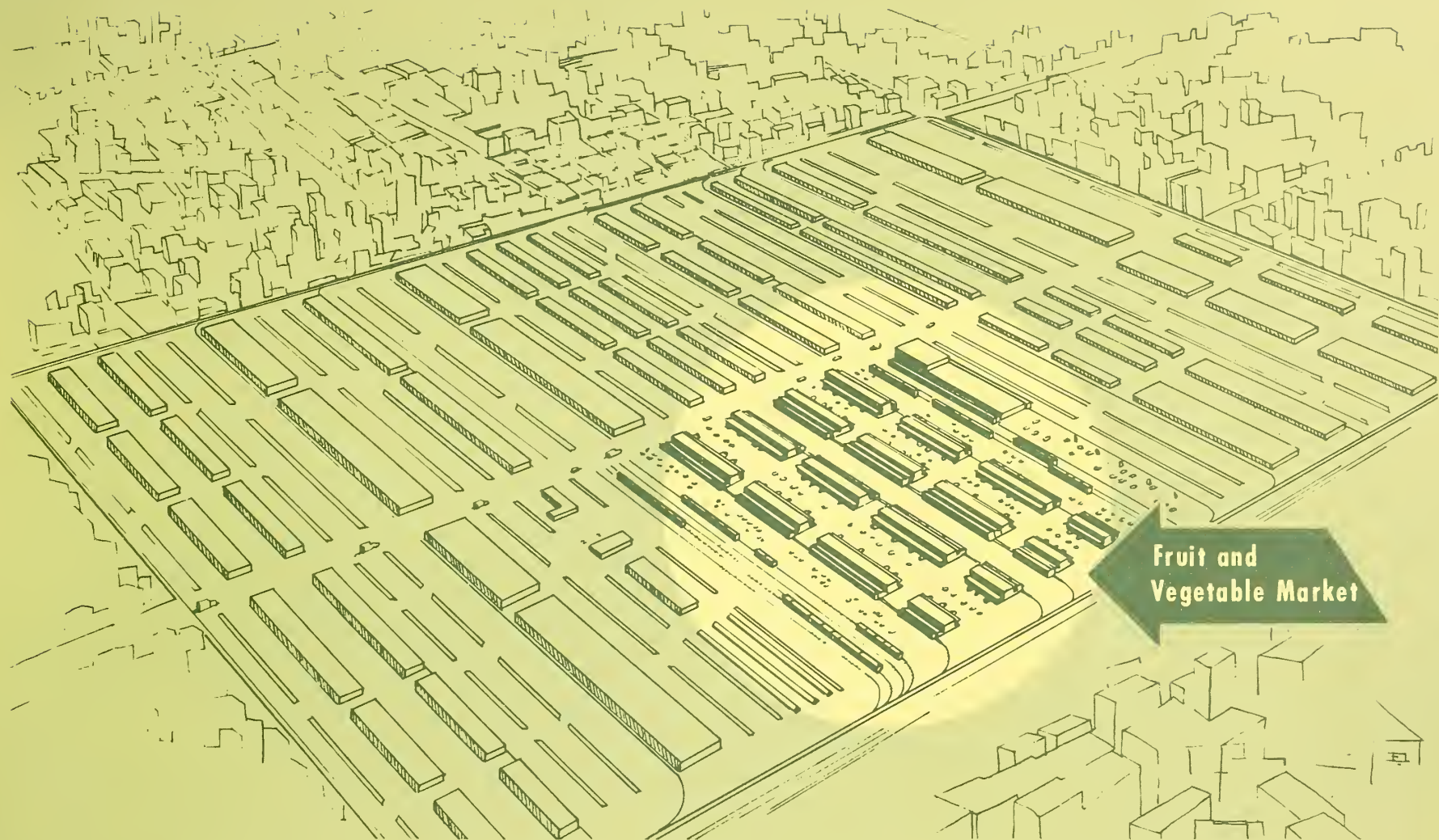
THE CITY: Traffic congestion would be relieved. A blighted area would be removed. Fire and health hazards would be greatly reduced. Tax returns could be increased by redevelopment of the Washington Street sector.

A BEGINNING

If and when New York City develops a new market for fruits and vegetables, it may be only a beginning.

Wholesalers of other foods will be affected. Experience in other cities has shown that the ultimate goal should be a complete 'one-stop' **WHOLESALE FOOD DISTRIBUTION CENTER**, to serve the needs of the world's greatest city for at least the time of the next generation.





**Fruit and
Vegetable Market**

**A POSSIBLE ARRANGEMENT OF FACILITIES FOR A WHOLESALE
FOOD DISTRIBUTION CENTER FOR NEW YORK CITY**

